

Submitted by:

**Ned Staebler, Vice President
Economic Development**

Business-based Economic Development

Goldman Sachs 10,000 Small Businesses Program

WSU is preparing for the 4th cohort of the Goldman Sachs 10,000 Small Businesses (GS10kSB) program that begins February 20, 2015. Beyond the delivery of a high-quality business education and entrepreneurship program, the team has been focused on raising awareness throughout SE-Michigan, with a focus on Detroit-based businesses in the neighborhoods. Regular information sessions have been conducted throughout the city, in partnership with many local community- and economic-development organizations e.g. Southwest Detroit Business Association, NEI, TechTown, DEGC, MEDC, MDOT, Michigan Women's Foundation and many others. The team and GS10kSB alum have received many press/media opportunities, and have promoted WSU/GS10kSB, as host of the program. GS10kSB advisory board approved \$30,300 in sponsorships in the WSU market for 2015. OED is in the process of finalizing a 2-year agreement for the program's continuation at WSU.

The Front Door – Corporate Engagement

Radiology Society of North America (RSNA) Meeting

The RSNA is the largest global medical imaging/diagnostics meeting. This year, the Front Door went with the Chair of Biomedical Engineering (BME) (Dr. Juri Gelovani) and his faculty to the meeting for two days to meet with industry.

The Front Door worked closely with Dr. Gelovani to organize meetings with senior leaders at the major medical imaging vendors

- With GE Healthcare we discussed their collaboration with the NFL to develop improved diagnostic methods for traumatic brain injuries (TBI). This is an area where Wayne State has significant active medical research and a global reputation for the study of biomechanical injuries in automobile crashes and sports injuries. The close cooperation between the BME and the School of Medicine, and others, offers a unique perspective on the technical, anatomical and pathophysiological aspects of TBI. In follow-up to the meeting, GE has forwarded to us their research protocol for analysis of TBI. We are formulating a response to further injury studies.
- With Siemens Medical Systems we met with senior scientists to talk about the companies interest in developing novel molecular compounds to better diagnose cancerous tissues in the body. WSU has extensive experience with Siemens equipment and is well positioned to work with the company to develop contrast agents and test them at our facilities.
- With Philips Medical System we had a lengthy discussion about medical instrumentation. Both the Front Door and Dr. Gelovani have an lengthy history with Philips technical leadership and product focus. In follow-up to the meeting, Dr. Gelovani and BME are preparing a white paper to define new technology directions and how we can collaborate in the development of next generation devices.
- In attendance with the group were two recently hired new faculty who are developing a novel diagnostic device that can better characterize tissues in the body as well as offer a means to directly treat lesions. We had discussions with a multiple device companies about potential collaboration on the creation of clinical tools with them.

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- Finally, we had lengthy discussions with a Michigan company, Block Imaging, about developing an educational program with them. The firm has an extensive presence in the medical imaging aftermarket (i.e. maintenance, upgrade and reselling of large pieces of equipment). They had a growing need for talented engineers to attend to these state of the art medical devices. As follow-up, we have a meeting planned at WSU in Mid-January to talk about their educational needs and how they can support the creation of a new WSU program.

Michigan Corporate Relations Network (MCRN)

Update: The Front Door office has received \$45k in new funding for office operations for 2015-16 from the MEDC sponsored MCRN program. This funding will enable the office to expand by adding one more professional to focus on industrial relations with our healthcare researchers and clinical programs.

The Front Door is actively seeking Michigan based small businesses (<500 employees) to engage with the university. Through our Small Company Innovation Program (SCIP) the office can offer matching funds up to \$40k for firms that collaborate with Wayne State researchers on a project that accelerates the firm commercialization effort. Our Small Company Internship Award (SCIA) program is looking for small Michigan firms to hire Wayne State students as an intern for STEM-related activities.

Michigan Academy for Green Mobility Alliance (MAGMA)

Update: The Front Door recently participated in a regional leadership conference on the topic: *Connected Vehicles, Green Mobility and Growing Talent*. The program was an extended discussion on the evolving needs of industry to develop talented engineers and scientists to take on challenges with new technologies such as networked vehicles and green energy for transportation. The Front Door participated in the discussion with faculty representatives from Wayne State's College of Engineering to talk about our training programs and our interest in working more closely with industry to incorporate their needs into our educational programs.

Business process optimization

One modern business trend is to systematically analyze their business process using modern quantitative (often big data) tools. Development and application of tools is an active area of research and development. The Front Door recently met with a local firm in this area (Value Integration LLC) to discuss their expertise and needs. Early results have been to include them in the upcoming Big Data conference and to introduce them to a College of Education faculty member with extensive publication history in this area.

Student-related activities:

BEST program

Update: As the BEST grant enters its second year at Wayne State, our students are appreciating the potential benefit of the program and its ability to introduce them to alternate career paths beyond academia. Early interest by the students in this summer's internship program has grown to over two dozen applicants. The Front Door is working with the BEST office to identify firms that may

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have an interest in taking on our students and that may also be interested in classroom activities to discuss career choices.

Industry activities:

Big Data: From Analysis to Action

The Wayne State Big Data/Business Analytics program is very active. It is now in the process of developing an academic curriculum for fall classes. In addition, the program is developing a program for the 2nd Annual Big Data/Business Analytics conference on March 10-11. The Front Door is an active member of the program community to organize one day of tutorials and one day of keynotes and case studies. Given the focus on analytics to action, the program works closely with a number of industry leaders to demonstrate how new technologies can improve their business processes in logistics, transportation, healthcare, finance, utilities and government.

Industry Meetings with WSU College of Engineering:

Meetings at Industry Locations:

- Atwater Brewery
- Yazaki
- Block Imaging
- IAV
- Computech

Recent Meetings at WSU COE:

- BASF
- Nissan
- Faurceia
- Dow Corning
- Mahindra

Business Leaders of Michigan / URC / MCRN

URC leadership has been working with the Business Leaders of Michigan (BLM) to promote more university-industry interaction within the state. Earlier this summer, Wayne State and Front Door organized and participated in a forum to promote research and education in material science. The Front Door has been working with URC and BLM to promote more placements of the universities' interns in industry, with the longer-term goal of getting the graduates hired within the state.

The Front Door has been in communication with the URC leadership about these industry interests to find projects where WSU expertise and talent can lead to a productive partnership.

Wayne State – Improving processes to accelerate agreements with industry

Historically, most funding for university research has been through federal and state grants, and through non-profit foundations. With diminished federal funding and a more competitive

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foundation landscape, there is an increasing interest in developing industry support for our researchers.

One challenge in dealing with industry partners is their funding process is different than typical grant solicitations with short time frames for response and action. Our legacy processes tend to be cumbersome relative to industry demands, creating an impression that the university can be difficult to work with for industry. The Front Door has been in discussion with leaders in the office of research to review our processes and how peer institutions are adapting their processes to make it easier to collaborate with industry.

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Pending activities:

Entrepreneurial Activity

The Annual Collaboration for Entrepreneurship

The Annual Collaboration for Entrepreneurship is an annual event that promotes entrepreneurship in the Great Lakes region. ACE brings together entrepreneurs, service providers, investors, students, government agents and other members of the business community to network, learn and connect with regional resources.

The Front Door will be staffing a booth at this year's ACE conference to showcase Wayne State and promote MCRN programs for small businesses and entrepreneurs, as well as, to inform the attendees about the resources available through the URC.

DEGC / NEI ideas

The recent NEIdeas program received 600 applications for the program, and awarded 30 small businesses in the region \$10k each in grants to help their businesses grow. After the announcement of winners, there was discussion of how to engage the remaining 570 businesses and help them grow. The DEGC has taken a lead on developing a program to reach out to these firms and begin a process of introducing them to available small business resources and to connect them to with local organizations.

The Front Door and the GS10kSB programs have joined this organizing committee to develop an outreach and follow-up plan to work with these firms. An initial meeting was held in December, follow-up meetings are planned this spring.

Place-based Economic Development

THE DETROIT ORIENTATION INSTITUTE

The Detroit Orientation Institute engages business, community, media, nonprofit, political, civic and student leaders in immersive events that illuminate Detroit and foster connections. Participants visit the city's neighborhoods and key institutions, interacting with change makers as they dig deep into the region's history and current landscape. Groups are small and participatory, with long-time leaders and newcomers together exploring contemporary issues and opportunities.

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The DOI is new to the Office of Economic Development at Wayne State University, managed collaboratively by Senior Project Administrator Jeri Stroupe and Detroit Revitalization Fellows Program Director Graig Donnelly. Prior to 2014, the program was housed within the Office of the Provost after being founded in the College of Urban, Labor and Metropolitan Affairs. Early in 2014, its past successes were analyzed against the current landscape of programs offering an introduction to Detroit. A refined path forward was designed, building on the strong foundation of DOI's history.

After the success of the first event offered through the re-launch of DOI, the ½-day **Immerse Detroit** on October 29, 2014, the Office of Economic Development decided to continue partnering with the Detroit Experience Factory for DOI in 2015. Detroit Orientation Institute events being planned for 2015 include:

Dialogues

90-minute topic-specific lunchtime conversations for cohorts of 10-15 people in a Detroit restaurant. Conversations are moderated by Graig Donnelly of WSU and include 1-2 other subject matter experts and practitioners we refer to as "conversation catalysts" around the table. The first Dialogue, in February, will be on education and feature conversation catalysts Armen Hratchian of Excellent Schools Detroit, Chastity Pratt Dawsey of Bridge Magazine and Sharlonda Buckman of Detroit Parent Network.

Immerse Detroit

Another of these in-depth, half-day excursions for groups of approximately 30 people is being planned for March or April. Tours led by the Detroit Experience Factory will feature visits to several Detroit neighborhoods and institutions, and conversations with community leaders along the way. The tour will conclude with lunch and a group dialogue featuring local change makers who are driving progress in Detroit.

Dig Deeper (possible dates TBD)

An in-depth study of Detroit and surrounding communities facilitated for cohorts of no more than 20-25 people. Eligibility to *Dig Deeper* is based on a participant's successful completion of an *Immerse* or a *Dialogue*, and will include:

- Introductory presentations or experiences to orient each topic.
- Short guided tours that connect topics to specific communities.
- Dialogues and meals in metropolitan Detroit communities that include practitioners, residents and subject matter experts.

Van Dusen Urban Leadership Forum

The Van Dusen Advisory Board is expected to meet in mid-January to review the 2014 season and plan for 2015's events. This meeting will recap the success of the November lecture and workshop with best-selling author and founder of 826 National, Dave Eggers, and explore speakers, themes and a new website presence for the series in the New Year. Theaster Gates, a Chicago-based artist and founder of the non-profit, [Rebuild Foundation](#), is

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confirmed for October 8-9, 2015. Gates is known for culture-driven redevelopment in neighborhoods by activating abandoned spaces with arts and cultural programming.

Placemaking Initiatives

The Office of Economic Development in partnership with stakeholders from across the university is in the midst of a campuswide placemaking initiative that launched in fall 2014. During the fall semester, we reached over 1,000 people and collected nearly 200 ideas to enhance our public spaces for the campus community and beyond. This January, the Placemaking Steering Committee (PSC)—made up of stakeholders from across the university—will meet to discuss the implementation phase of this project.

Based on the ideas and feedback gathered, the PSC will select projects and agree on a timeline to start testing placemaking concepts in spring 2015. Some of the most popular ideas include more dining/food options, more bike-friendly features on campus, better parking options, more green space and outdoor seating, more cultural activities, better public transportation options and filled/functional fountains (e.g., DeRoy Auditorium and Fountain Court). We hope that our responses to these ideas will create a greater sense of place and community in Midtown, as well as inform future projects, pop-up installations, and capital investments.

Transportation & Mobility

The Office of Economic Development continues to explore opportunities and partnerships to grow mobility and transportation options for the campus community. In addition to the pilot program with the Detroit Department of Transportation (DDOT) this past September, we have initiated conversations with other key partners to explore partnership opportunities and ensure multi-modal development in Midtown. For example:

- Ned Staebler joined a panel of University officials at the “[Build Transit, Build Business](#)” summit held at Ford Field in downtown Detroit on November 18th. The summit attracted area religious leaders, public officials, and business representatives to secure support for the newly appointed RTA CEO, Michael Ford.
- In January, our office initiated conversations with SMART, the fixed route bus and shuttle service for Wayne, Oakland and Macomb counties, to explore opportunities to connect our main and satellite campuses and/or initiate a pilot program to grow transit ridership.
- Our office met with the University of Michigan’s Detroit Center Connector staff to discuss ways to grow ridership or create a mutually beneficial partnership.
- Our office continues to meet with MDOT and HNTB consultants regarding I-94 reconstruction to provide Wayne State’s perspective on various project elements,

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including service drives, freeway exit ramps to access university assets, and pedestrian/bicyclist connectivity.

- Finally, in December 2014 our office initiated conversations with M1-Rail representatives to discuss fare integration and discounted rates for the Wayne State community.

Porous Borders

On December 6th, Wayne State participated in the 42nd annual Noel Night in Midtown Detroit, which coincided with our winter commencement at the Matthai Center. The event is estimated to have attracted between 30,000 and 40,000 people to the Midtown neighborhood. Our office supported additional lighting and custodial services throughout campus and developed and distributed 12,000 copies of a Wayne State-specific brochure listing on-campus activities. This year marked the most campus participation across Wayne State for a total of 20 distinct activities and/or performances and 12 venues.

Talent-based Economic Development

THE DETROIT REVITALIZATION FELLOWS PROGRAM

Wayne State University's Detroit Revitalization Fellows are talented mid-career leaders stimulating progress within Detroit's civic, community and economic development landscape. This select group of doers engages in a rigorous two-year leadership development program while serving full time at organizations working to further key programs and projects across Detroit and the region. The program has been made possible through the generosity of the Kresge Foundation, Ford Foundation, Hudson-Webber Foundation, Skillman Foundation, DTE Energy Foundation, the Max M. & Marjorie S. Fisher Foundation, the John S. and James L. Knight Foundation, the PwC Charitable Foundation, Rock Ventures and Wayne State University.

In preparation for the launch of its third cohort of approximately 20 Fellows in August 2015, the program undertook a rebranding process throughout the second half of 2014. This process was made possible with a generous grant from the John S. and James L. Knight Foundation. As a result of dozens of meetings and touch points for input from current and past Fellows, their employers and other valued advisors and community members, the program and its team of consultants came to the conclusion that the word "Program" should be dropped from the end of its official name, making the name "Detroit Revitalization Fellows" moving forward. Through this process, we solidified several key insights about the program:

- It creates a deep bench of talented, ambitious professionals in mid-level positions at key organizations impacting Detroit's present and future
- It is relationship-based
- It builds leaders

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- The network is everything

With a refreshed look that better reflects the Fellows and their contributions to the city and region, the Detroit Revitalization Fellows opened its application for the next cohort of Fellows on January 26. Applications for prospective Fellows are due February 20 and, after a multi-stage process, 50 Finalists will be interviewed in-person at the Westin Book Cadillac in Detroit on April 30 – May 2. Employers partnering with the Detroit Revitalization Fellows for 2015-17 will make job offers to their preferred candidates on May 15.

The process of selecting employers began in October with a series of mandatory informational sessions, attendance at one of which being a prerequisite to apply. We assembled a team of 15 people made up of former and current Fellows, advisors, funders, former employers and DRF program staff to serve as the Selection Committee. The Committee reviewed 45 applications and made recommendations to our staff to interview 32 semi-finalist organizations for 35 positions in December 2014 and January 2015. With the assistance of the Committee, we narrowed the field of organizations to approximately 20 Finalists in early January who are featured in the Fellows' application package. Finalist employers are not assured a Fellow and the organization's continued participation is contingent upon satisfactorily fulfilling the program's requirements at every step of the application and selection process.